

1-26 (canceled)

27. (currently amended) A computer-readable medium storing computer-executable instructions for causing a computer-controlled apparatus to perform the steps of:

creating an auction consolidation account for a first set of multiple items offered for sale at auction;

receiving ~~one or more~~ a plurality of reusable inventory records for the items to be offered for sale at auction containing textual specifications for the items and storing the inventory records in ~~an inventory~~ a library of reusable inventory records in association with the account;

and for each of a plurality of selected inventory records:

receiving one or more reusable image records containing images of the items and storing the image records in ~~an image~~ a library of reusable image records in association with the account;

receiving one or more reusable advertisement templates and storing the advertisement templates in a ~~template~~ library of reusable advertisement templates in association with the account,

receiving an auction request in association with the account identifying a selected inventory record stored in the inventory library, a selected image record stored in the image library, a selected advertisement template stored in the template library, and one or more auction parameters;

automatically combining the selected inventory record, the selected image record, and the selected advertisement template to create an auction submission in response to a predefined user command;

storing the auction submission in ~~an auction submission~~ a library of reusable auction submissions in association with the account; and

transmitting the auction submission to one or more auction sites to post the selected ~~item~~ items for sale by auction in accordance with the auction parameters;

automatically creating an auction monitoring report comprising a plurality of records in which each record contains auction information pertaining to ~~the~~ a respective auction request;

storing the auction monitoring report in association with the account;
revisiting each auction site to extract updated auction information pertaining to ~~the one or more associated auction request requests~~;
updating a plurality of records in the auction monitoring report with ~~the~~ updated auction information pertaining to respective auction requests; and
displaying the auction monitoring report for review by a user.

28. (canceled)

29. (currently amended) The computer-readable medium of claim 27, further comprising the steps of:

repeating the steps of claim 27 for each of a ~~plurality of auction requests~~ a second set of multiple items offered for sale at auction; and

displaying the updated auction information pertaining to ~~all~~ the first and second sets of the auction requests on a consolidated auction monitoring report.

30. (currently amended) The computer-readable medium of claim ~~29~~ 27, further comprising the step of repeating the steps of claim ~~29~~ 27 to create a plurality of auction monitoring reports in association with a plurality of accounts.

31. (currently amended) The computer-readable medium of claim 27, further comprising the steps of:

obtaining information pertaining to a sale of ~~the item~~ one of the items by one of the auction sites;

creating a sales record associated with the sale; and

storing the sales record in a sales record library in association with the account.

32. (currently amended) The computer-readable medium of claim ~~27~~ 31, further comprising the steps of:

creating a billing record associated with a the sale of the item ~~items by one of the auction sites~~;

transmitting the billing record to a purchaser associated with the sale; and

storing the billing record in a billing record library in association with the account.

33. (previously presented) The computer-readable medium of claim 32, further comprising the steps of:

receiving information regarding shipping and payment in association with the sale; and

storing the shipping and payment information in association with the account.

34. (currently amended) The computer-readable medium of claim 27, wherein the auction parameters include ~~one or more parameters selected from the group consisting of~~ posting date, posting time, auction end date, auction end time, payment type, shipping method, minimum bid, reserve price, and private auction indicator.

35. (currently amended) The computer-readable medium of claim 27, further comprising the step of rendering ~~the~~ each auction submission as an HTML page.

36. (currently amended) The computer-readable medium of claim 27, wherein further comprising the step of extracting updated information from an auction site by performing the steps of:

identifying a page containing the updated information; and

parsing the page to extract the updated auction information.

37. (previously presented) The computer-readable medium of claim 36, further comprising the steps of downloading the page before parsing the page to extract the updated auction information:

38. (currently amended) The computer-readable medium of claim ~~28~~ 27, wherein the step of revisiting the auction sites occurs upon receiving a user request for the auction monitoring report.

39. (previously presented) The computer-readable medium of claim ~~29~~ 27, further comprising the steps of:

periodically identifying posted auctions that have closed; and

for each closed auction:

visiting the corresponding auction site,

extracting closed auction data from the auction site, and
processing the closed auction data.

40. (previously presented) The computer-readable medium of claim 39, wherein the step of extracting the closed auction data comprises the steps of:
identifying a page containing the closed auction data; and
parsing the page to extract the auction closing data information.

41. (previously presented) The computer-readable medium of claim 39, wherein the step of processing the closed auction data comprises the step of sending a notice of the auction closing in a manner specified in a record associated with the account.

42. (previously presented) The computer-readable medium of claim 39, wherein the step of processing the closed auction data comprises the steps of:
determining whether the auction resulted in a sale, and if the auction resulted in a sale;
notifying a selling party of the sale;
notifying the buying party of the sale; and
creating a sales record documenting the closed auction closing.

43. (previously presented) The computer-readable medium of claim 39, wherein the step of processing the closed auction comprises the steps of:
obtaining an automatic feedback instruction from settings data associated with the corresponding account; and
transmitting auction feedback data to the corresponding site in accordance with the automatic feedback instruction.

44. (previously presented) The computer-readable medium of claim 39, wherein the step of processing the closed auction comprises the steps of:
displaying auction tracking fields in the auction monitoring report;
receiving user input to one or more of the tracking fields; and
recording the user input to the auction monitoring report.

45. (previously presented) The computer-readable medium of claim 44, wherein the tracking fields include buyer notification, payment received, auction item shipped, and payment received.

46. (previously presented) The computer-readable medium of claim 44, further comprising the steps of:

obtaining an auction processing instruction from settings data associated with the corresponding account;

performing an operation in accordance with the auction processing instruction; and

setting one of the tracking field to indicate completion of the operation.

47. (currently amended) The computer-readable medium of claim ~~30~~ 27, wherein at least two of the auction requests are posted to different auction sites.

48. (currently amended) The computer-readable medium of claim currently amended, wherein the step of receiving one or more inventory records comprises the step of receiving user input comprising the inventory records.

49. (currently amended) The computer-readable medium of claim ~~30~~ 27, wherein the step of receiving one or more image records comprises the step of receiving user input comprising the image records.

50. (currently amended) The computer-readable medium of claim ~~30~~ 27, wherein the step of receiving one or more predefined advertisement templates comprises the step of receiving user input comprising the templates.

51-52 (canceled)

53. (New) A computer storage medium containing computer-executable instructions for performing the method for managing on-lines auctions:

creating an auction consolidation account for a plurality of items offered for sale at auction;

receiving a plurality of auction requests for the items to be offered for sale at auction in association with the account, each to be posted on one or more auction sites;

visiting each auction site and, during the visit, posting the corresponding auction request;

compiling a consolidated auction monitoring comprising a plurality of records in which each record contains information pertaining to a respective auction request;

revisiting each auction site to extract updated auction information pertaining to the corresponding auction requests; and

updating a plurality of records in the auction monitoring report with updated auction information pertaining to a respective auction request.

54. (New) The computer storage medium of claim 53, wherein the method further comprises the step of posting each auction request to an auction site by performing the steps of:

receiving a reusable auction advertisement textual description;

storing the reusable auction advertisement textual description in an associated library of reusable auction advertisement textual descriptions for use in creating subsequent auction requests;

receiving a reusable auction advertisement image;

storing the reusable advertisement image in an associated library of reusable advertisement image for use in creating subsequent auction requests;

receiving an identification of a selected auction template from an associated library containing a plurality of reusable auction templates, the auction template being usable for creating subsequent auction requests;

creating an auction submission by automatically combining the advertisement textual description and the advertisement images in a format defined by the selected auction template in response to a predefined user command; and

transmitting the auction submission to the auction site.

55. (New) The computer storage medium of claim 53, wherein the method further comprises the step of extracting updated information from an auction site comprises the steps of:

- identifying a page containing the updated information; and
- parsing the page to extract the updated auction information.

56. (New) The computer storage medium of claim 55, wherein the method further comprises the steps of downloading the page before parsing the page to extract the updated auction information.

57. (New) The computer storage medium of claim 53, wherein the method further comprises the step of revisiting the auction sites occurs upon receiving a user request for the auction monitoring report.

58. (New) The computer storage medium of claim 53, wherein the method further comprises the step of repeating the steps of claim 1 to create a plurality of auction monitoring reports in association with a plurality of accounts.

59. (New) The computer storage medium of claim 53, wherein the method further comprises the steps of:

- periodically identifying posted auctions that have closed; and
- for each closed auction:
 - visiting the corresponding auction site,
 - extracting closed auction data from the auction site, and
 - processing the closed auction data.

60. (New) The computer storage medium of claim 58, wherein the method further comprises the step of extracting the closed auction data comprises the steps of:

- identifying a page containing the closed auction data; and
- parsing the page to extract the auction closing data information.

61. (New) The computer storage medium of claim 58, wherein the method further comprises the step of processing the closed auction data comprises the step of sending a notice of the auction closing in a manner specified in a record associated with the corresponding account.

62. (New) The computer storage medium of claim 58, wherein the method further comprises the step of processing the closed auction data comprises the steps of:

determining whether the auction resulted in a sale, and if the auction resulted in a sale;

notifying a selling party of the sale;

notifying the buying party of the sale; and

creating a sales record documenting the closed auction closing.

63. (New) The computer storage medium of claim 58, wherein the method further comprises the step of processing the closed auction comprises the steps of:

obtaining an automatic feedback instruction from settings data associated with the corresponding account; and

transmitting auction feedback data to the corresponding site in accordance with the automatic feedback instruction.

64. (New) The computer storage medium of claim 58, wherein the method further comprises the step of processing the closed auction comprises the steps of:

displaying auction tracking fields in a corresponding auction monitoring report;

receiving user input to one or more of the tracking fields; and

recording the user input to the auction monitoring report.

65. (New) The computer storage medium of claim 63, wherein the method further comprises the step of including tracking fields for buyer notification, payment received, auction item shipped, and payment received.

66. (New) The computer storage medium of claim 63, wherein the method further comprises the steps of:

obtaining an auction processing instruction from settings data associated with the corresponding account;

performing an operation in accordance with the auction processing instruction;

and

setting one of the tracking field to indicate completion of the operation.

Respectfully submitted,



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